



Electronic Filing System (EFS) Data  
Electronic Patent Application Submission  
USPTO Use Only

EFS ID: 66970  
Application ID: 09988291  
Title of Invention: SYSTEM AND METHOD FOR  
GATHERING AND  
STANDARDIZING CUSTOMER  
PURCHASE INFORMATION FOR  
TARGET MARKETING  
First Named Inventor: Michael ROTHMAN et al.  
Domestic/Foreign Application: Domestic Application  
Filing Date: 2001-11-19  
Effective Receipt Date: 2004-08-19  
Submission Type: Information Disclosure  
Statement  
Filing Type:  
Confirmation number: 8456  
Attorney Docket Number: 47004.000180






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Total Fees Authorized:

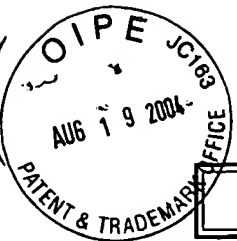
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**TRANSMITTAL**

Electronic Version v1.1  
Stylesheet Version v1.1.0

<b>Title of Invention</b>	<b>SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING</b>																
<table border="0"><tr><td>Application Number:</td><td>09/988291</td><td></td></tr><tr><td>Date:</td><td>2001-11-19</td><td></td></tr><tr><td>First Named Applicant:</td><td colspan="2">Michael J. ROTHMAN et al.</td></tr><tr><td>Confirmation Number:</td><td>8456</td><td></td></tr><tr><td>Attorney Docket Number:</td><td colspan="2">47004.000180</td></tr></table>			Application Number:	09/988291		Date:	2001-11-19		First Named Applicant:	Michael J. ROTHMAN et al.		Confirmation Number:	8456		Attorney Docket Number:	47004.000180	
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<table border="1"><thead><tr><th>Submitted by:</th><th>Elec. Sign.</th><th>Sign. Capacity</th></tr></thead><tbody><tr><td>Stephen Schreiner Registered Number: 43097</td><td>Stephen Schreiner</td><td>Attorney</td></tr></tbody></table>			Submitted by:	Elec. Sign.	Sign. Capacity	Stephen Schreiner Registered Number: 43097	Stephen Schreiner	Attorney									
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<table border="0"><tr><td>Documents being submitted</td><td>Files</td></tr><tr><td>us-ids</td><td>3rdIDSfor47004.180CAT6-usidst.xml</td></tr><tr><td></td><td>us-ids.dtd</td></tr><tr><td></td><td>us-ids.xsl</td></tr></table>			Documents being submitted	Files	us-ids	3rdIDSfor47004.180CAT6-usidst.xml		us-ids.dtd		us-ids.xsl							
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	us-ids.dtd																
	us-ids.xsl																
<b>Comments</b>																	

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## ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of  
Invention

SYSTEM AND METHOD FOR GATHERING AND  
STANDARDIZING CUSTOMER PURCHASE  
INFORMATION FOR TARGET MARKETING

Application Number: 09/988291



Confirmation Number: 8456

First Named Applicant: Michael ROTHMAN et al.

Attorney Docket Number: 47004.000180

Art Unit: 3624

Examiner: Geoffrey Akers

Search string: ( 5870724 or 5873096 or 5884278 or 5887271  
or 5890135 or 5899982 or 5918214 or 5930764  
or 5940811 or 5950173 or 5970467 or 5974396  
or 5987434 or 5995942 or 6014645 or 6026370  
or 6029139 or 6032125 or 6055510 or 6070147  
or 6078892 or 1245531 or 2152079 or 2986144  
or 4723212 or 5201010 or 5331544 or 5576951  
or 5581064 or 5642279 or 5642485 or 5644723  
or 5649114 or 5687322 or 5930217 or 6073105  
or 6236978 or Re34915 or 6078892 or  
6535855 ).pn.

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### US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
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	2	5873096	1999-02-16	Lim et al.			
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	20	6070147	2000-05-30	Harms et al.
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	39	6078892	2000-06-20	Anderson
	40	6535855	2003-03-18	Cahill et al

Signature

Examiner Name	Date